



Taste of the USA!



Caribbean Region Food Trade Mission to Kingston and Montego Bay (Jamaica) and Castries (St. Lucia)

June 8–14, 2003

USDA/FAS-sponsored Trade Mission

- Are you a U.S. exporter offering a variety of consumer products to the retail and/or food service sector?
- Do you want to learn more about how to break into the Caribbean market?
- Are your products already in the Caribbean, but you want to increase sales?

Join a U.S. Department of Agriculture (USDA) Foreign Agricultural Service (FAS) sponsored trade mission to the Caribbean.

Why Participate in the *Taste of the USA* Trade Mission?

- Meet one-on-one with importers, chefs, and food and beverage managers interested in your products.
- Meet informally with major market players at a reception or dinner in each country.
- Learn about doing business in each market.
- Take advantage of the opportunity to meet with additional importers from the Dominican Republic and Haiti that will be traveling to Jamaica.
- Participate in a videoconference with key buyers from Antigua and Trinidad while in St. Lucia.
- Visit importer facilities and supermarkets in St. Lucia.
- Approved for MAP Branded Funding – Ask us for more details.

Why Export to the Caribbean?

- In 2001, the Caribbean was the 7th largest high-value food market for U.S. foods.
- The Caribbean islands import an estimated 90 percent of its food needs.
- In 2001, the Caribbean imported from the United States over \$1.6 billion in food and beverage products.
- Over 18 million land-based tourists help make the Caribbean a major market for U.S. foods.
- Relatively few competing local products exist.
- U.S. tourists prefer U.S. products.
- Strong awareness of U.S. brands.
- 90 percent of the Caribbean speaks English.
- Reasonable labeling and import requirements.
- Less than a week's shipping time from the United States.



Special Videoconference Opportunity

- Maximize your trade mission leads by videoconferencing with supermarket buyers and retail/food service importers in Antigua and Barbuda, and Trinidad and Tobago.
- Receive detailed information about each prospective client in advance of the videoconference (i.e., company background, market share, product interests, and complete contact data).
- Have food buyers on these islands sample your products during the videoconference and get their reactions in real time.

Space is limited to the first six qualified U.S. companies that register.

**Limited number of seats available. Register early!*

Profile of Trade Mission Countries

Countries	Population	Number of Tourists in 2001	2002 U.S. Agricultural Exports (1000\$)	Percentage Sales by Sector	
				Retail	HRI
Antigua and Barbuda	66,970	193,176	15,649	65	35
Dominican Republic	8,404,420	2,777,803	553,218	65	35
Haiti	7,803,000	insignificant	161,482	95	5
Jamaica	2,598,000	1,276,516	181,919	65	35
St. Lucia	151,000	249,277	9,852	65	35
Trinidad and Tobago	1,270,000	383,101	115,191	70	30

For more information on each market visit www.cbato.fas.usda.gov

How to Apply: Send completed application form with payment (check payable to “USDA”) to the address below by April 23. The reservation fee is non-refundable after May 15, 2003.

Caribbean Basin Agricultural Trade Office
Brickell Plaza Federal Building, Suite 720
909 SE 1st Avenue
Miami, FL 33131

Two countries..... \$1,100

One country \$600

*** Fee does not include airfare, lodging, meals, or incidentals.**



TRADE MISSION SCHEDULE

Jamaica: June 8-10

Sunday, June 8 6:00 p.m.	<u>Afternoon arrival in Kingston, Jamaica</u> (all Participants should arrive by 4:00 p.m.) Orientation Meeting
Monday, June 9 8:00 a.m. - 9:00 a.m. 9:00 a.m. - 10:00 a.m. 10:00 a.m. - 5:00 p.m. 7:00 p.m. - 9:00 p.m.	Country Briefing by FAS staff and key market players Table Top Set-up Table Top Exhibition and scheduled one-on-one meetings Reception
Tuesday, June 10 10:40 a.m. - 11:15 a.m. 1:00 p.m. - 2:00 p.m. 2:00 p.m. - 6:00 p.m.	Travel to Montego Bay via Air Jamaica, Flight 368 Table Top Set-up Table Top Exhibition and scheduled one-on-one meetings

St. Lucia: June 11–14

Wednesday, June 11 12:50 p.m. - 4:20 p.m. 7:00 p.m. - 9:00 p.m.	Travel to St. Lucia via Air Jamaica, Flight 091 Informal Dinner with importers
Thursday, June 12 8:00 a.m. - 9:00 a.m. 9:00 a.m. - 10:00 a.m. 10:00 a.m. - 5:00 p.m.	Country Briefing by FAS staff and key market players Table Top Set-up Table Top Exhibition and scheduled one-on-one meetings
Friday, June 13 9:00 a.m. - noon 2:00 p.m. - 5:00 p.m.	<u>Option A:</u> Videoconference with buyers from Antigua and Barbuda, and from Trinidad and Tobago <u>Option B:</u> Guided site visits to leading importers and retailers
Saturday, June 14	Depart for hometown USA (flights available through Mia mi and San Juan)

[FLIGHT INFORMATION MAY BE UPDATED – UPDATES WILL BE PROVIDED UPON REGISTRATION]

FOR ADDITIONAL INFORMATION CONTACT:

For General Information (Washington, DC):

Shani Zebooker, FAS Trade Show Office
Tel: 202-720-2075/Fax: 202-690-4374
Email: Shani.Zebooker@usda.gov

For St. Lucia, Trinidad and Antigua:

FAS Caribbean Basin Agricultural Trade Office
Tel: 1-305-536-5300 /Fax: 1-305-536-7577
Email: cbato@cbato.net

For Jamaica:

FAS Office of Agricultural Affairs
Tel: 1-876-920-2827 /Fax: 1-876-920-2580
Email: FASKingston@anngel.com.jm

For the Dominican Republic and Haiti:

FAS Office of Agricultural Affairs
Tel: 1-809-227-0112 x275 /Fax: 1-809-732-9454
Email: AgSantoDomingo@codetel.net.do

TERMS AND CONDITIONS
(TRADE MISSION TO JAMAICA AND ST. LUCIA)

Firms wishing to participate must do the following:

- Complete the reservation form in full by providing all the information requested.
- Please type or print the form. Your application cannot be accepted if this information is unclear or illegible.
- Send the form with check to:

Caribbean Basin Agricultural Trade Office
Brickell Plaza Federal Building, Suite 720
909 SE 1st Avenue
Miami, FL 33131

The Foreign Agricultural Service (FAS) agrees to:

Upon acceptance of your application, consisting of a completed reservation form and payment in the amount of \$600 for one country or \$1,100 for two countries, the following services will be provided:

1. Provide the participant with:
 - Briefings on overall market, retail market, and hotel/restaurant market in Jamaica and St. Lucia
 - Table Top exhibit and one-on-one meetings with interested buyers
 - Reception with Jamaican buyers and informal dinner with St. Lucian buyers
 - Guided site visits to leading retailers
 - The opportunity to videoconference with buyers in Antigua and Barbuda and Trinidad and Tobago (limited to six participants)
2. Issue a full refund to participants if the mission is canceled.

The USDA/Foreign Agricultural Service is not responsible for any non-refundable expenses that participants incur as a result of cancellation of, or non-participation in, the mission. These include, but are not limited to, non-refundable airline tickets, hotel reservations, and rental car fees.

Firms participating agree to:

- a) Promote and display only products consisting of at least 51 percent agricultural and/or food ingredients of U.S. origin computed on a value or volume basis. Product labels must indicate that the products were either produced or processed in the United States.
- b) Use the designated hotel for lodging for the duration of the mission.
- c) Attend all mission meetings and events scheduled by the U.S. Agricultural Officers.
- d) Complete all questions on the evaluation survey, including those pertaining to projected sales, which will be distributed by the U.S. Agricultural Officers. This information is used on a confidential basis to determine the cost effectiveness of these activities.

The reservation fee is non-refundable after May 15, 2003.

PLEASE RETAIN A COPY FOR YOUR RECORDS.

APPLICATION FORM

TASTE OF THE USA!
(TRADE MISSION TO THE CARIBBEAN)
JUNE 8-14, 2003

PARTICIPANT DATA

Company Name: _____

Contact Person: _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Telephone: _____ **Fax:** _____

Email: _____

Webpage: _____

EMERGENCY INFORMATION:

Emergency Contact Person: _____

Emergency Contact Phone: _____

Physician's name and phone number: _____

Our company is signing up for:

_____ June 8-10 mission to Jamaica **only**.

_____ June 11-14 mission to St. Lucia **only**.

_____ Both Jamaica and St. Lucia missions.

Do you want to participate in videoconference with buyers in Trinidad and Antigua on June 13?

____ Yes for Trinidad ____ Yes for Antigua

____ No for Trinidad ____ No for Antigua

Reminder: Space is limited to the first six qualified U.S. companies to register with payment and meeting product interest of participating buyers.

Rank the importance of the following site visits for Friday, June 13 in St. Lucia, with “1” being the most important:

- _____ Importers
 _____ Supermarkets
 _____ Hotels and Restaurants

PRODUCT DESCRIPTION: Please help us make sure that your products are adequately promoted, shipped and prepared.

1. Provide paragraph about your company, products, and services. The information will be provided to key market players in arranging (matchmaking) for your one-on-one meetings, e.g. age and size of company, strength of company, distribution in United States and worldwide, retail or food service, product(s) description, whether product is dry/fresh/frozen, etc.

2. Identify and rate the types of companies with whom you would like to meet for one-on-one meetings.

Type of Company	First Choice	Second Choice	Do not want to meet
Importers			
Retailers that import directly			
Retailers that do not import			
Chefs and Food and Beverage Managers			
Other, please specify			

3. Please identify if product is for: Retail _____ Food Service _____ Both _____

4. What will you be shipping? Please remember you need samples for only 3-10 one-on-one meetings per site.

Product	Shipping Temp	No. of Boxes	Approx. Weight
Ex. Chicken Wings	Below 30 Degrees	½	10 lbs.

5. Please clearly outline what the kitchen will need to do to serve your product during the one-on-one meetings, including thawing your product, cutting it for display, providing ice trays to display product, browning, cooking, etc. CBATO will provide plastic forks and spoons, napkins and small paper plates. You will be responsible for providing any other paper or plastic products you need.

Product	Storage	Preparation required, and equipment or dishes needed from kitchen
Ex. Chicken Wings	Keep frozen	Deep fry and serve in chafing dish

Company History:

The above named company/company representative has _____ years of experience in exporting, and is currently exporting to: (Check all applicable blocks)

_____ Europe

_____ Asia

_____ Canada

_____ Latin America

_____ Caribbean

_____ Africa/Middle East

_____ Australia/New Zealand

Agreement Section:

By signing in the space provided below, the above-named company agrees that, if this reservation is accepted by USDA/FAS the above-named Company will adhere to all provisions of the "Terms and Conditions" for participation in the 2003 Taste of the USA Trade Mission to the Caribbean which are attached hereto and made part of this agreement. Please sign below, and include \$600 for one country or \$1,100 for both countries. Payment is non-refundable after May 15, 2003.

I also agree to ship my product samples to a Miami exporting company by a date to be announced, with appropriate export documentation, as outlined in the shipping instructions. Shipping will be in dry, fresh, or frozen containers. Airfreight for product samples is NOT included in the cost of the mission. I will not hold the U.S. Government liable for any damages that may occur in the shipping and handling of my product samples.

Signature

Print Name (in full)

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0551-0031. The time required to complete this information collection is estimated to average 5 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.